

WHAT IS CLAIMED IS:

1. A lamp device suitable for eliminating a blind spot in an automotive vehicle, comprising:

a blind spot-eliminating lamp member received, at a  
5 predetermined location, in a side panel of a vehicle body;

a drive member for pivoting the lamp member by a predetermined angle; and

a control member having a lamp control part for controlling the lamp member and a drive control part for  
10 controlling the drive member.

2. The lamp device as set forth in claim 1, wherein the lamp member comprises an illumination lamp which is controlled by a signal generated in the lamp control part of the control  
15 member, and a reflection mirror which is mounted to be positioned behind the illumination lamp.

3. The lamp device as set forth in claim 2, wherein a turn signal lamp serving as a flasher is combined to one surface of  
20 the lamp member.

4. The lamp device as set forth in claim 1, wherein the lamp control part is actuated in a manner interlocked with operation of the drive member.

5. The lamp device as set forth in claim 1, wherein the drive control part comprises a driving motor for pivoting the lamp member by the predetermined angle, and a motor control  
5 portion for controlling the driving motor.